

# STATIONS ACCEPTING CUSTOM PLACEMENTS

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CITY/STATE	STATION	CITY/STATION	STATION
LITTLE ROCK, AR	KMJX	LITTLE ROCK, AR	KBIS
JONESBORO, AR	KFIN	EL DORADO, AR	KELD
FAYETTEVILLE, AR	KFAY	FORT SMITH, AR	KWHN
FORT SMITH, AR	KFDF	HOT SPRINGS, AR	KIXT
CONWAY, AR	KCON	PARAGOULD, ARCA	KDRS
STUTTGART, AR	KWAK	FORREST CITY, AR	KXJK
TEXARKANA, TX	KKYR	TEXARKANA, TX	KCMC
TEXARKANA, TX	KTWN	TEXARKANA, TX	KALT
TEXARKANA, TX	KHSP		
KANSAS CITY, MO	KFKF	KANSAS CITY, MO	KKFI
KANSAS CITY, MO	KBEQ		

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## CUSTOM PLACEMENTS SURVEY

**Methodology:** Follow up surveys are made on a regular basis for the purposes of tracking radio station usage of N/BN supplied broadcast material. These surveys are next day callbacks to a random minimum of ten percent of station acceptances. While every effort is made to obtain reliable verification of on air use or non-use, a percentage of stations will be uncertain of broadcast use. We report station data as it is received.

**Terms:** A station is counted as *using* if the newsperson on duty indicates the material supplied by N/BN was aired in whole or part. A station is considered *not using* if said material was not aired. A station is considered *uncertain* if the station is unable to account for use or non-use. *Total percentage using* is the percentage of stations using from the total of stations contacted. *Percentage using of those certain of use or non-use* eliminates the stations *uncertain* and is the percentage using from those who confirmed use or non-use. Stations which report usage are further surveyed for one time or multiple broadcast use. A *broadcast* is considered to be one on air use of material. *Broadcasts per station using* is the average number for multiple broadcast use. *Broadcasts per station contact* is the number of broadcasts divided by total survey contacts.

Station contacts.....	50
Stations using.....	35
Stations not using.....	4
Stations uncertain.....	11

Total percentage using.....	70%
Percentage using of those certain of use or nonuse.....	90%

Broadcasts indicated by stations using.....	67
Broadcasts per station using.....	1.91
Broadcasts per station contact.....	1.34

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## FOLLOW-UP SURVEY OF RADIO STATION USAGE

MARKET	STATION	USED	TIMES USED	NOT USED	UNCERTAIN
BOSTON, MA	WBZ	X	1		
WASHINGTON DC	WMAL	X	1		
NEW YORK, NY	WBBR	X	1		
SACRAMENTO, CA	KFBK				X
COLUMBIA, SC	WVOC	X	1		
CHICAGO, IL	WMAQ				X
OKLAHOMA CITY, OK	KTOK	X	1		
BOISE, ID	KIDO				X
CEDAR RAPIDS, IA	WMT				X
PORTLAND, OR	KEX			X	
BIRMINGHAM, AL	WERC				X
KANSAS CITY, MO	KCMO				X
ST LOUIS, MO	KMOX	X	1		
MANCHESTER, NH	WGIR				X
FRANKFORT, KY	WKED	X	1		
WEST LIBERTY, KY	WLKS	X	2		
SOUTH GASTONIA, NC	WGAS				X
SAVANNAH, GA	WEAS	X	1		
ATLANTA, GA	WZGC	X	1		
MEMPHIS, TN	WLOK			X	
CHARLOTTE, NC	WBT	X	2		
CHICAGO, IL	WCGO	X	1		
HOUSTON, TX	KILT	X	1		
ELIZABETHTOWN, KY	WQXE	X	1		

### Survey Totals

STATIONS CONTACTED.....	50
STATIONS USING.....	35
STATIONS NOT USING.....	4
STATIONS UNCERTAIN.....	11

TOTAL PERCENTAGE USING.....	70%
PERCENTAGE USING OF THOSE CERTAIN OF USE OR NON-USE.....	90%

BROADCASTS INDICATED.....	67
AVG. BROADCASTS PER STATION USING.....	1.91

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# FOLLOW-UP SURVEY OF RADIO STATION USAGE

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MARKET	STATION	USED	TIMES USED	NOT USED	UNCERTAIN
OWENSBORO, KY	WVJS	X	2		
LEXINGTON, KY	WLAP	X	1		
SPARTANBURG, SC	WORD	X	1		
MARSHALL, MO	KMMO	X	1		
DANVILLE, KY	WHIR	X	6		
PRESTONSBURG, KY	WDOC	X	3		
FRANKLIN, KY	WFKN				X
COMMERCE, GA	WJJC	X	2		
FLORENCE, AL	WBCF	X	5		
GADSDEN, AL	WGAD	X	1		
KNOXVILLE, TN	WOKI			X	
DADEVILLE, AL	WDLK	X	2		
FULTON, MO	KFAL	X	4		
ST JOSEPH, MO	KFEQ	X	2		
ST LOUIS, MO	WHCO	X	3		
JOPLIN, MO	KQYX	X	1		
GREENSBORO, NC	WSML	X	1		
STATESVILLE, NC	WAME	X	2		
RALEIGH, NC	WRAL	X	2		
ROXBORO, NC	WRXO	X	8		
LITTLE ROCK, AR	KBIS			X	
MILLEDGEVILLE, GA	WMVC	X	1		
LA GRANGE, GA	WTRP	X	2		
GREENVILLE, SC	WFBC				X
RICHMOND, VA	WHAP	X	1		
CINCINNATI, OH	WSTJ				X

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## SATELLITE SURVEY

**Survey Methodology:** Follow up surveys are made for the purpose of tracking usage of N/BN stories released through our AudioLine network radio satellite services. The surveys are conducted on a regular basis by our Station Communication Department and represent a rolling total of approximately five percent of stations with satellite access. Stations are surveyed for nonstory specific use of the regular news feeds.

Percentage of stations reporting use.....15.2%  
Stations surveyed.....112  
Stations reporting use.....17

### Stations reporting:

STATION	MARKET	STATION	MARKET
KTAR	PHOENIX, AZ	KNZR	BAKERSFIELD, CA
KUIC	VACAVILLE, CA	KRKI	ESTES PART, CO
WJNO	WEST PALM BEACH, FL	WGTA	SUMMERVILLE, GA
WJPS	EVANSVILLE, IN	WSUI	IOWA CITY, IA
WLXG	LEXINGTON, KY	WESX	SALEM, MA
WOOD	GRAND RAPIDS, MI	WSOC	CHARLOTTE, NC
KEED	EUGENE, OR	KYW	PHILADELPHIA, PA
KELO	SIOUX FALLS, SD	WRVA	RICHMOND, VA
WDNE	ELKINS, WV		

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